net tablet, a laptop computer. Generally, a client **120**, **140** may be embodied as an apparatus or as a portion thereof capable of making and/receiving calls, such as circuit switched calls (e.g. over a landline connection or a cellular connection) and/or packet-switched calls (e.g. Voice over IP carried by a wired or a wireless communication link). Moreover, alternatively or additionally, a client **120**, **140** may be embodied as an apparatus or as a portion thereof capable of sending and/or receiving messages in accordance with a messaging system, such as SMS, email, instant messaging, etc.

[0035] In one example embodiment, the server **160** may be embodied as a single server apparatus, as one or more portions of a server apparatus, as a plurality of server apparatuses or as one or more portions of one or more server apparatuses. Each/any of the clients **120**, **140** and the server **160** may be embodied in an apparatus by software means, by hardware means, or by a combination of software means and hardware means. In particular, for some example embodiments a client **120**, **140** may be embodied as an user account, such as an email account or an account of an instant messaging system, or a subscriber module, such a SIM card of a GSM system, which can be addressed independently of the hardware employed to operate the user account or the subscriber module.

[0036] In the exemplifying arrangement **100**, in many occasions it may be beneficial to provide a receiver of a communication item with additional information regarding the incoming communication item and/or the originator or sender thereof in order to, for example, enable screening of the incoming communication items in a desired manner and/or to enable providing the user of the client **120**, **140** with additional information about the incoming communication and/or the origin or originator thereof.

[0037] In this regard, some example embodiments of the present invention make use of an identification token, referred to herein as a token in short, that may be used to provide information regarding the type of an incoming communication item and/or the origin of the incoming communication item. As referred to hereinbefore, the terms communication and communication item are to be interpreted broadly, encompassing an incoming circuit-switched or packet-switched call where the call may be a video call or an audio (-only) call, an incoming email message, an incoming SMS message, an incoming message of an instant messaging service etc. The token is provided to the receiver of the communication item in parallel with the communication item. As an example, the token may be embedded in the same message or signal that is carrying the communication item or a portion thereof, thereby implicitly associating the token with the communication item. Such an approach conveniently carries the token together with the communication item and thereby dispenses the need for explicit linkage between the token and the communication item. As another example, the token may be provided to the receiver of the communication item separately from the message(s) or signal(s) carrying the communication item and the association between the token and the communication item is provided explicitly, for example by providing the token in a message or signal including also an identifier linking the token to the communication item. While such an approach may involve slightly higher complexity than the previous example, a benefit of providing the token separately from the token is that it enables using the token with legacy systems that are not designed or otherwise provisioned to carry the token in message(s) or signal(s) thereof. A variation of this example associates the token with the communication item the another way around by including in a message or a signal carrying the communication item an identifier that linking the communication item with a given token.

[0038] Such a token may be employed at the client **120** receiving the communication item accompanied by a token by setting predetermined rule(s) for handling incoming communication items in a predetermined manner e.g. on basis of their type and possibly further on basis of the current usage scenario, time of the day, day of the week, etc. in dependence of one or more type identifiers included in the token. Moreover, the token may employed, additionally or alternatively, by setting the predetermined rule(s) for handling incoming communication items in a predetermined manner e.g. on basis of their origin. The origin may be handled in view of a source identifier and, especially, in view of similarity or dissimilarity between the source identifier and the designated owner(s) or assignee(s) of the token. In this context the source identifier refers to an identifier indicative of the origin of the incoming communication item, such as the telephone number of the caller in case of a circuit-switched call, the telephone number of the sender of an SMS, the user account name of an incoming packet-switched call or an instant message, the email address of the sender of an email message etc.

[0039] A token may be personal in that it is valid for incoming communication for a certain user or client for other clients to use. In other words, a token may be generated and/or provided by the first client **120** to the second client **140** for subsequent communication attempts by the user of the second client **140** to the user of the first client **120** and hence the token may be assigned to the second client **140** or the user thereof. Moreover, as will be described in more detail hereinafter, instead of assigning a token to a single client only, the token may be assigned to a number of second clients **140** for use in subsequent communication attempts to the first client **120**. To keep the terminology regarding the designators 'first' and 'second' consistent, in the following it is assumed that the term 'first user' refers to the user of the first client **120** and hence the assignor of a token, whereas the term 'second user' refers to the user of the second client **140** or a further client and hence to the assignee(s) of the token.

[0040] In accordance with an example embodiment, a token may be associated with at least one type identifier indicative of the type of the incoming communication item accompanied by the token. A type identifier may be indicative of the urgency level or priority level of the incoming communication item. As an example, a type indicator simply assigning urgency—as opposed to 'normal' priority communication—may be employed, as indicated in an example in FIG. **2***a*. As another example, a type indicator indicative of urgency level or priority may be one of two more type indicators, each indicating a different level of urgency. An example in this regard is illustrated in FIG. **2***b*, showing an example of type identifiers for three different priority levels.

[0041] Another exemplifying class of type indicators provides one or more type indicators that are indicative of the context of the communication item accompanied by the token. Examples in this regard include a type identifier indicative of a "business matter", a type identifier indicative of a "family matter", a type identifier indicative of a "friend", a "social call" or a "leisure matter", a type identifier indicative of a matter associated with a predetermined group of users or clients, such as group of colleagues at the office or a group of